

# WSA 2004 Proposed Project

Project Name:	Market Surveillance (N01479)		
Purpose:	Plan and implement a market surveillance program to collect, analyze, and disseminate information regarding products manufactured by PM USA .		
Reason for Doing this Work:	<input checked="" type="checkbox"/> Guidance <input type="checkbox"/> Evaluation <input type="checkbox"/> Product Design		
Initiative and sub-initiative: (Check all areas that apply)	<input type="checkbox"/> Determinants of Exposure <input type="checkbox"/> Addiction <input type="checkbox"/> Ammonia <input type="checkbox"/> Understanding Product Toxicity vs Product Design <input type="checkbox"/> Exposure <input type="checkbox"/> Carbon <input type="checkbox"/> Menthol <input type="checkbox"/> Low Tar <input type="checkbox"/> ETS <input type="checkbox"/> Specific Compounds <input type="checkbox"/> Evaluation Framework Clinical <input type="checkbox"/> Cancer <input type="checkbox"/> COPD <input type="checkbox"/> CVD <input type="checkbox"/> Molecular Biology <input type="checkbox"/> All Disease		<input type="checkbox"/> Short Term <input checked="" type="checkbox"/> Long Term
			<input type="checkbox"/> Evaluation Framework Non-Clinical <input type="checkbox"/> Cancer <input type="checkbox"/> COPD <input type="checkbox"/> CVD <input type="checkbox"/> Molecular Biology <input type="checkbox"/> All Disease <input type="checkbox"/> Broaden Flexibility after Clinical Studies <input type="checkbox"/> Rapid Screening <input type="checkbox"/> Knowledge Management <input type="checkbox"/> Risk Assessment <input checked="" type="checkbox"/> Communication <input checked="" type="checkbox"/> Surveillance <input type="checkbox"/> Smoking Conditions <input type="checkbox"/> Improve Prep Subjectives <input type="checkbox"/> Lit End Cigarette Reduced Exposure Design
Project Leader:	Candace Adams		
Functional Area:	Clinical Evaluation		
Prioritization:	<input type="checkbox"/> Critical <input checked="" type="checkbox"/> Priority <input type="checkbox"/> Secondary <input type="checkbox"/> Low		
Milestones:			Target Start Date:
Establish objectives			Completed
Create strategy to implement surveillance program			Completed
Document strategy/guidelines			Completed
Recruit participants (Pilot Study)	01/01/ 2004		12/31/ 2004
Conduct pilot study	1 <sup>st</sup> Quarter 2004		March 2005
Recruit additional participants (Ongoing study)	01/01/ 2005		Open end
Data collection	April 2005		Open end
Data analysis	06/30/2004		Open end
Yearly Reporting	Ongoing		Open end
<b>Internal Resource Allocation (WSA, PMRL, PMI) (Man Hours)</b>		<b>External Resource Allocation (other PMUSA, external vendors) (Man Hours)</b>	
C. Adams - 520; A. Hayden 1,100 hrs 700 1000		Guardian LLC and a company to recruit participants (bidding process initiated)	

TO BE FILLED OUT BY WSA MANAGEMENT

- Approved as Written
- Approved with Modifications
- Not Approved

Signature of Project Leader's Functional Director   (Date)

Last Revised: 12/09/03